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ABSTRACT

Information is provided for a variety of student services provided by the Maricopa County (Arizona) Community College District. Section I describes the Computerized Job Placement System, designed to assist the Career Planning Office in placing students, and the Computer-Assisted Career Position Announcement System, which alerts current and former students to job opportunities related to their course work. Section II focuses on "Enhancing the Employability of Single Parents--College Readiness Phase," a 5-week, non-credit program utilizing a holistic approach to providing single parents with counseling for personal development, career exploration and decision making, and with basic academic and college survival skills. Section III describes the colleges' Career Expo, an annual event aimed at providing students, faculty, and community members with opportunities to meet representatives from a wide range of employers; and Careers in Health Fair, which promotes awareness of health careers among Arizona high school and college students. Section IV highlights the "Employment Talks" workshops, a series of weekly seminars on such topics as personal improvement, career planning, communication, and career options. Finally, section V describes the Self-Contained Employer Reception Area (a fold-away office/reception unit for use by employers visiting the campus), the Occupational Showcase (a "walk in and browse" environment focusing on a particular topic or segment of the world of work), and Career Wednesdays, a series of workshops on creative job-hunting. (EJV)

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IMAGINATIVE DELIVERY OF SERVICES FOR STUDENTS ON THE RUN

MARICOPA COMMUNITY COLLEGES

CAREER PLANNING & PLACEMENT PROGRAMS

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Career Wednesdays

SECTION I

PROGRAM TITLE:
COMPUTERIZED JOB PLACEMENT SYSTEM

DESCRIPTION OF THE PROGRAM:

The Job Placement System for the seven (7) college district is designed to assist the Career Planning Office to effectively place students within the job market. The System manages this by maintaining information on current jobs and on the student's career interests. The availability of this information via screens and reports assists the staff in the Career Planning Office to better serve the student and the business community in a more timely manner.

The System is comprised of a series of master files and programs that interact with each other to produce the desired results. Each college maintains their own master files and programs while information regarding employers and job orders is passed through a computer network for district-wide distribution.

The System consists of four master files:

1. Employer Master File
2. Job Order Master File
3. Student Interest Master File
4. Student Referral Master File

The programs within the Job Placement System have basically two functions:

1. *File Maintenance* - These programs interact with the user via screens and are used for adding, changing or deleting information in the master files.
2. *Reporting* - These programs provide the user with decision making information regarding job placement. Some segments of the reporting function display information via screens, while others produce hard-copy reports for analysis.

UNIQUE FEATURES:

- Matches student interests and background to job requirements and skills.
- Effects immediate notification of jobs throughout the seven (7) college district.
- Facilitates report generation and data management.
- Colleges can choose which jobs will be shared throughout the system.

MARKETING APPROACH:

- Developed a Rolodex card to be mailed to employers with names and phone numbers of all colleges explaining the free job placement service.
- Created a booklet, "Go Get That Job", which assists students in marketing themselves to employers.
- Designed a mailable flyer which explains the advantages of the job placement system.

BENEFITS:

- Improves communication link between employers and placement office.
- Provides system for student follow-up.
- Increases professionalism of placement office.
- Creates an awareness among administrators of the student traffic in the placement offices.
- Enables the colleges to respond more efficiently to community needs.
- Effectively assists students in achieving their career goals.

CONTACT PERSON/ADDRESS/PHONE:

Judy Bloyer, *Coordinator, Career Planning and Placement,* Scottsdale Community College, 9000 E. Chaparral Road, Scottsdale, AZ 85253, (602) 941-0999.

COMPUTERIZED JOB PLACEMENT SERVICES AT

MARICOPA COMMUNITY COLLEGES

WHO WE ARE . . .

The Maricopa Community College District is comprised of seven colleges and two education centers. It is the third-largest district in the U.S. Only the Chicago and Los Angeles community college districts are larger.

The seven colleges are **Glendale Community College, Maricopa Technical Community College, Mesa Community College, Phoenix College, Rio Salado Community College, Scottsdale Community College** and **South Mountain Community College.** The two new education centers serve the areas of **Chandler/Gilbert** and the **Northeast Valley.** By 1987 the education centers will become full-fledged college campuses. The **Maricopa Skill Center,** which has been nationally recognized, is also a part of the Maricopa Community Colleges.

WHAT IS COMPUTERIZED JOB PLACEMENT?

Maricopa Community Colleges maintain a state-of-the-art computer program that brings together local employers like yourself, and community college students seeking jobs. 80% of our students are employed or seeking employment; 50% work full time. Through our computer service, the requirements of your job openings are specifically matched with skills, interests and academic credentials of our students.

Maricopa Community Colleges can serve your immediate and future needs — for entry level jobs or for career opportunities.

WHAT ARE THE ADVANTAGES?

One-stop Shopping
Place your opening with one of the colleges. If requested, that information will automatically be sent by computer to the other colleges.

Rush Service
Identification of students seeking employment in either a general or a specific field like yours, is quickly available.

Economical
You can't beat it . . . it's FREE!

HOW DO YOU USE THIS SERVICE?

Call your neighborhood Maricopa Community College and ask for the **Job Placement Center.**

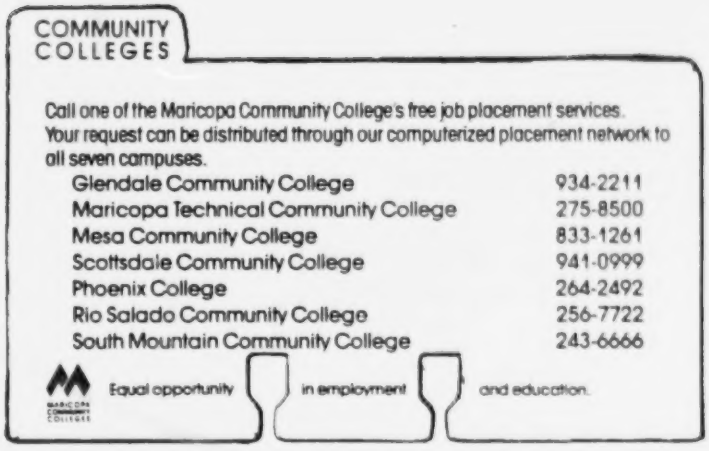
Please specify job titles, requirements, salary and geographical location.

Maricopa Community Colleges will post a computerized job notice, requiring the student to consult with the Job Placement Center for further information and advisement. The notice **will not** reveal the name, address, or phone number of the employer.

Call your nearest Maricopa Community College to assist you with your staffing needs. Remember Maricopa Community College students are mature (average age 29 - 30), motivated, dependable, experienced workers and able to meet your full or part-time employment needs!

COMPUTERIZED JOB PLACEMENT SYSTEM

ROLODEX CARD


COMMUNITY
COLLEGES
Call one of the Maricopa Community College's free job placement services.
Your request can be distributed through our computerized placement network to all seven campuses.
Glendale Community College 934-2211
Maricopa Technical Community College 275-8500
Mesa Community College 833-1261
Scottsdale Community College 941-0999
Phoenix College 264-2492
Rio Salado Community College 256-7722
South Mountain Community College 243-6666
Equal opportunity
in employment
and education.

CAREER ADVANCEMENT

"OPPORTUNITIES FOR PROFESSIONALS"

PHOENIX COLLEGE

* Students: Get Exact Details By Giving The "Job Number" At The Job Center, Hannelly Building.

* Faculty: Thanks For Alerting Your Classes.

WEEK OF: May 4 - 8

PLANNER/GEOGRAPHER (Job No. PC 903). $16,000-19,000/yr. F/T. 8-5, M-F. 16th St. & Northern. QUALIFICATIONS: Bachelor's degree in geography, planning or related field; map interpretation, scaling & preparation skills; aerial photo interpretation ability; computer literacy a plus.

MEDICAL RECORDS TECH (No. PC 908). $7.40/hr. F/T. 3-11:30pm, M-F. 11th St. & McDowell. QUALIFICATIONS: Must be A.R.T. or A.R.T. eligible; knowledge of ICD-9-CM coding.

ACCOUNTING CLERK (No. PC 907). $7/hr. F/T. 8-5, M-F. 32nd Ave. & Thomas. QUALIFICATIONS: At least 1 yr. experience; some accounting classes.

CRISIS COUNSELOR/EMT (No. PC 910). $12,500/yr. F/T. Varied hours. 27th Ave. & Campbell. QUALIFICATIONS: EMT certified or near certification; prefer someone over 23.

COMPUTER OPERATOR/WORD PROCESSOR (No. PC893) $12,000/yr. F/T. 8:30-5, M-F. Central & Thomas. QUALIFICATIONS: Experience on an IBM PC XT required.

ELECTRONIC ASSEMBLERS (No. PC 894). $4/hr. F/T. 7-3:30, M-F. 35th St. & Broadway. QUALIFICATIONS: Experience in electronic assembly, soldering & resistor color codes; must be available for overtime; good work attendance record.

RECEPTIONIST/Law Firm (No. PC 906). $900-$1,000/mo, D.O.E. F/T. 8:30-5, M-F. Central & Bethany. QUALIFICATIONS: Must type & know dictaphone; good phone manner.

WORD PROCESSOR/ADMINISTRATIVE ASST. (No. PC 909). $5.50-6.30/hr. F/T. 8:30-5:30, M-F. 32nd St. & Shea. QUALIFICATIONS: Good articulation on phone; able to handle many tasks at one time; work on IBM P.C. Display Writier III; background in word processing; good personality & presence.

INSURANCE PROCESSOR (No. PC 912). $886/mo. F/T. 8-5, M-F. McCormick Ranch. QUALIFICATIONS: 10-key by touch; type 45 wpm; detail oriented.

RECEPTIONIST (Insurance) (No. PC 913). $850/mo. F/T. 8-5, M-F. McCormick Ranch. QUALIFICATIONS: Type 45 wpm; detail oriented; good w/figures.

JOBS COACH (No. PC 917). Salary to be discussed. F/T. Flexible, days. 13th Ave. & Hatcher. QUALIFICATIONS: Prefer special ed, counseling or psychology major.

OFFICE/CLERICAL (No. PC923). $4.50/hr to start. F/T. 8-5, M-F. 27th Ave. & Indian School. QUALIFICATIONS: Accurate typist; good phone manner; some accounting experience; 10-key; will train on computer; accuracy a must.

PROGRAM TITLE:
COMPUTER-ASSISTED CAREER POSITION ANNOUNCEMENT SYSTEM

DESCRIPTION OF THE PROGRAM:

One of the constant challenges of the Career Planning and Placement offices is informing students of career positions available in the local job market. The career notice produced by a special career position announcement system cues current and former students to job opportunities related to their course work.

Through a computer search, students are identified by courses completed and then notified with details of jobs in the mailer sent to their homes. Processing to delivery for the mailer usually involves 4-5 work days. This enhancement of the Computerized Job Placement System was developed and piloted by the Placement Coordinators through special project funding.

UNIQUE FEATURES OF THE PROGRAM:

Career mailer is an intrusive method of intervention for working adults.

- It is cost and time effective and reaches many potential employees in a short period of time.
- Mailer creates awareness of services especially for the "stop out" students who move in and out of courses and colleges.

MARKETING APPROACH:

- The mailer itself represents a marketing device to inform students of current job opportunities and services available through the placement office.
- It enhances the credibility of college placement services by relating course completion and skill attainment to placements.
- Working relationships with employers are developed as placement offices effectively identify qualified candidates.

BENEFITS:

- Qualified students currently or previously enrolled are quickly identified for promising career positions.
- Students are informed of the placement services that are available to them as a benefit for current students or alumni.

CONTACT PERSONS/ADDRESS/PHONE:

- ***Olivia Lara,*** *Coordinator, Career Planning and Placement,* at GateWay Community College, 108 North 40th Street, Phoenix, AZ 85034, (602) 267-4662.
- ***Judy Bloyer,*** *Coordinator, Career Planning and Placement,* at Scottsdale Community College, 9000 East Chaparral, Scottsdale, AZ 85253, (602) 941-0999, ext. 308.

FROM
MARICOPA TECHNICAL COMMUNITY COLLEGE
CAREER PLANNING & PLACEMENT
108 NORTH 40TH STREET
PHOENIX, ARIZONA 85034

FIRST CLASS
U.S. POSTAGE PAID
PHOENIX, ARIZONA
PERMIT NO. 615

TO
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

PLEASE FORWARD

FROM
MARICOPA TECHNICAL COMMUNITY COLLEGE
CAREER PLANNING & PLACEMENT
108 NORTH 40TH STREET
PHOENIX, ARIZONA 85034

FIRST CLASS
U.S. POSTAGE PAID
PHOENIX, ARIZONA
PERMIT NO. 615

THERE IS AN IMMEDIATE OPENING FOR THE POSITION OF PROGRAMMER ANALYST POSTED AT THE MTCC PLACEMENT OFFICE. OUR RECORDS INDICATE THAT YOU MAY QUALIFY FOR THIS POSITION LOCATED IN EAST PHOENIX AND OFFERING $19 - 20,000 IN ANNUAL SALARY.

PLEASE CALL THE COLLEGE PLACEMENT OFFICE AT 267-4662 BETWEEN 8 AM AND 5:00 PM FOR DETAILED INFORMATION. PLEASE REFER TO JOB ORDER # 115C528.

TO

PLEASE FORWARD

SECTION II

PROGRAM TITLE:
ENHANCE THE EMPLOYABILITY OF SINGLE PARENT — *College Readiness Phase*

DESCRIPTION OF THE PROGRAM:
The College Readiness Phase is a five week, non-credit program. The primary objective was to utilize a holistic approach in providing single parents with a socialization process. That process includes counseling toward personal development; career exploration and decision making; and instruction in basic academic and college survival skills. The students were given as much assistance as possible in dealing with issues such as applying for financial aid, child care and the registration process. This phase also focused on development of literacy skills if required; small group sessions; guest speakers to share their expertise on topics that covered budgeting, parenting, drug abuse; child rearing; and field trips to potential employers. Students completing the "college readiness phase" have demonstrated their comfort with the college environment.

UNIQUE FEATURES OF THE PROGRAM:
Using a holistic approach to develop the person academically, vocationally and emotionally . . .

- Incorporated reading modules into the process of career exploration and personal development.
- Exceptional cooperation occurred among the various departments of the college that are involved in the program, e.g. counseling, financial aids; learning assistance center.
- Provided the college with an effective way to serve a traditionally untargeted population.
- Improved student retention for the "at risk" student.
- The full range of student and instructional services are mobilized to meet students needs.

MARKETING APPROACH:

- Letter of introduction to agencies followed by personal visits.
- Flyers
- Close working relationship with designated representatives from governmental agencies who are responsible for recruitment of single parents into this program.
- Satisfied students spread the word to other potential students and members of their family.

RESOURCES/TOOLS:

- Student Services: mobilization of the human resources in the different departments, e.g. counseling, financial aid, fiscal office, etc.
- Library, LAC, Audiovisual; films, tapes, etc.

BENEFITS:

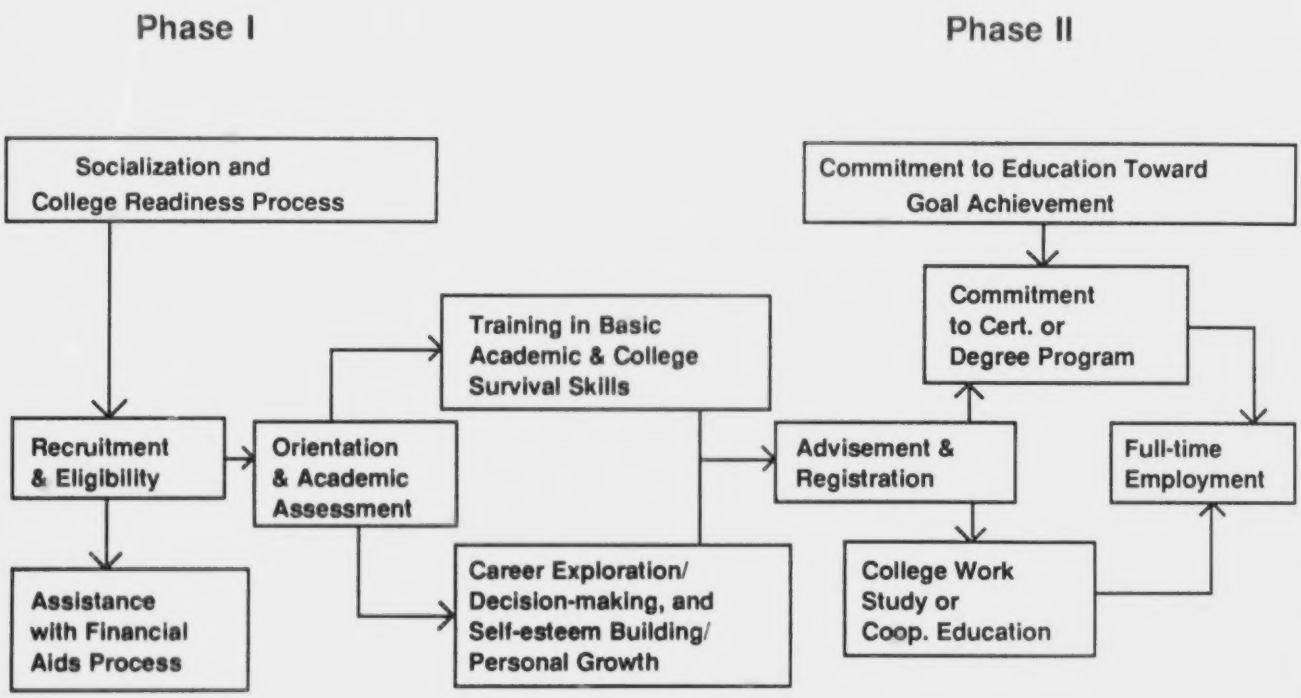
- Bridged the gap between governmental agencies and the college, by establishing a good working relationship between staff who jointly monitor and track students.
- Facilitated and enhanced students personal and professional growth by increasing their self-esteem and self-confidence.
- Provided a sense of direction because of the focus on goal setting for short and long range goals.
- Increased awareness and encouraged use of the institutional resources.
- Encouraged replication at other colleges because of successful implementation of the program at GWCC.
- Offered single parents on welfare an opportunity to escape the public assistance system by becoming academically successful and employable.
- Reduced the number of welfare recipients who have become gainfully employed and also contributors to the tax system.
- Increased the number of full-time students enrolled.
- Developed a peer mentoring group amongst the women in the program.

CONTACT PERSONS/ADDRESS/PHONE:
Madge Valladares, *Director, Career & Educational Planning Center,*
or
Lois Clouse, *Counselor,* at GateWay Community College, 108 North 40th Street, Phoenix, AZ 85034, (602) 267-4684.

MARICOPA TECHNICAL COMMUNITY COLLEGE

ENHANCING THE EMPLOYABILITY OF SINGLE PARENTS ON WELFARE

Career and Personal Counseling (Mentoring)
Instruction/Support Services, Student
Tracking and Follow Through


Phase I
Phase II
Socialization and College Readiness Process
Recruitment & Eligibility
Assistance with Financial Aids Process
Orientation & Academic Assessment
Training in Basic Academic & College Survival Skills
Career Exploration/ Decision-making, and Self-esteem Building/ Personal Growth
Commitment to Education Toward Goal Achievement
Commitment to Cert. or Degree Program
Advisement & Registration
College Work Study or Coop. Education
Full-time Employment

February 25, 1987

SINGLE PARENTS

LET US HELP YOU AND YOUR CHILDREN ESCAPE THE WELFARE TRAP!

WOULD YOU LIKE TO TAKE PART IN A SPECIAL

MARICOPA TECHNICAL COMMUNITY COLLEGE

PROGRAM DESIGNED TO HELP YOU GET READY FOR COLLEGE, SUCCEED IN COLLEGE, AND BEGIN A REWARDING CAREER?

OUR COLLEGE READINESS PROGRAM WILL:

- **HELP YOU CHOOSE A CAREER**
- **INCREASE YOUR CONFIDENCE**
- **HELP YOU BECOME COMFORTABLE IN COLLEGE**
- **PROVIDE YOU WITH INDIVIDUAL TUTORING IF YOU NEED IT**
- **HELP YOU APPLY FOR COLLEGE FINANCIAL AID**
- **HELP YOU FIND A GOOD JOB BASED ON YOUR NEW SKILLS**
- **PROVIDE CHILD CARE**
- **STARTS IN OCTOBER**

CALL LOIS CLOUSE OR DINA ICEDO AT MARICOPA TECHNICAL COMMUNITY COLLEGE
LOIS CLOUSE --- 267-4684
DINA ICEDO --- 267-4680

MTCC
3/17/86

JCEP PROPOSAL

PROJECT TITLE: Recruitment and Retention of Minority Students by Enhancing the Employability of Single Parents

COLLEGE: Maricopa Technical Community College

BRIEF DESCRIPTION OF THE PROBLEM:

"WELFARE MOMS TRAPPED IN STATE SAFETY NET." This recent Arizona Republic article vividly expressed the plight of more than 23,000 unwed and unemployed mothers who depend on state welfare as the sole source of income for themselves and their children.

This group of single parents, who range from teenager to adult, faces the frustrating dilemma of being chronically unemployed. Although a majority of them are physically capable of working, for a variety of reasons, the percentage of those who do become employed is small. This pilot project is needed because we are faced with tight budgets and important changes in national and state welfare policies. This pilot project will provide an avenue leading out of the welfare trap.

The employability of single parents will be enhanced by socializing them into the college environment, assessing their strengths and weaknesses, providing remedial instruction in academic and college survival skills, and by providing experiences that build self-concept and self-esteem. As a result, these single parents will commit themselves to the attainment of a college certificate or degree, and eventual employment in a good full-time job.

This program will succeed because it will be facilitated under an umbrella of career and personal counseling, as well as other support services which will include, but not be limited to, day care for children of participants, and access to Learning Assistance Center resources. These support services will help to insure a successful transition for each participant into full-time student status for the Fall '86 semester. In other words, the success of this attempt to help single parents help themselves will be due to the utilization of a holistic approach to problem-solving, rather than the usual patchwork approach consisting of welfare and job training programs.

JCEP PRIORITY ADDRESSED:

Recruitment & Retention of Minority Students
Student Orientation, Assessment, Advisement, Tracking & Retention
Student Recruitment & Marketing

J C E P PROPOSAL

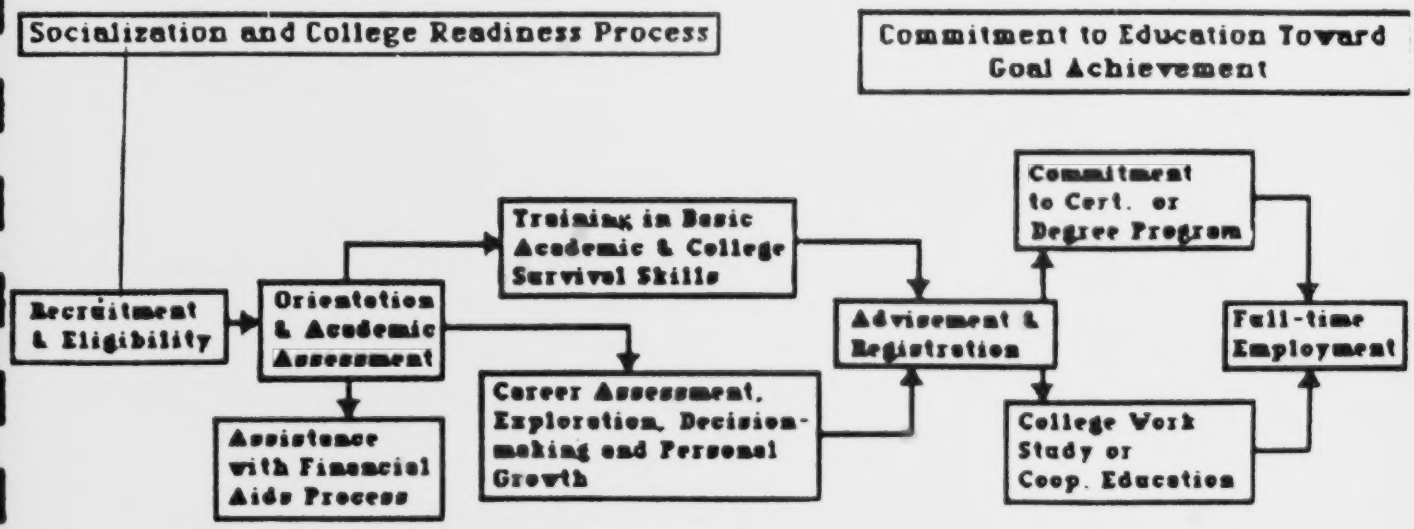
MARICOPA TECHNICAL COMMUNITY COLLEGE

ENHANCING THE EMPLOYABILITY OF SINGLE PARENTS

Career and Personal Counseling (Mentoring)
Instruction / Support Services, Student
Tracking & Follow Through

Phase I - Summer

Phase II - Fall & Spring


Socialization and College Readiness Process
Commitment to Education Toward Goal Achievement
Recruitment & Eligibility
Orientation & Academic Assessment
Training in Basic Academic & College Survival Skills
Assistance with Financial Aids Process
Career Assessment, Exploration, Decision-making and Personal Growth
Advisement & Registration
Commitment to Cert. or Degree Program
College Work Study or Coop. Education
Full-time Employment

MTCC
3/17/86

OBJECTIVES OF THE PROJECT

The objectives will be accomplished in two phases.

1. To provide them with a socialization program that includes models for orientation, career planning & exploration, career decision-making and personal development eg. units on parenting, building self-esteem, etc.

2. To advise and assist them in obtaining their goals through the educational process.

PHASE I.

Objective 1 - Umbrella Services: An umbrella of career and personal counseling plus other support services to include day care service for their children, Learning Assistance Center resources, etc. This will be in place by July 1986.

Objective 2 - Student Tracking: Ongoing July 1, 1986 through June 30, 1987. A counselor will be assigned the responsibility of following each pilot project participant from initial placement into this project until final placement to a full-time job.

Objective 3 - Recruitment: 30 single parents will have been accepted into this pilot project prior to July 1, 1986.

Objective 4 - Orientation/Assessment: Each single parent will have received orientation into the project and will have undergone a complete academic/career assessment prior to July 15, 1986.

Objective 5 - Assistance in Application for Financial Aid: Each single parent will have completed a financial aid application to Maricopa Technical Community College prior to August 8, 1986.

Objective 6 - Basic Skills Training: Each single parent will have completed instruction in academic and college survival skills, and will continue to be provided basic and developmental skills to ensure their success in completing career goals. Ongoing till June '87.

Objective 7 - CPD 103 Instruction: Each single parent will have successfully completed CPD 103 - New Horizons for Women, and possibly units on parenting prior to June '87.

PHASE II.

Objective 8 - Advisement & Registration: At least 25 single parents will be registered as full-time students prior to August 28,1986.

Objective 9 - Work Study/Cooperative Education: Each full-time student/single parent will be placed in either work study or cooperative education at least 20 hours per week prior to June 30, 1987.

Objective 10 - Placement/Tracking: At least 25 single parents will have completed a certificate or associate degree program, and have been placed into a good full-time jobs. Every effort will be made to facilitate their job placement and student tracking will be an ongoing commitment.

MTCC
3/17/86

SUMMARY OF ACTIVITIES

PHASE I

ACTIVITY	BEGIN	END	RESPONSIBILITY
1. Umbrella Services	6/86	6/87	Madge Valladares Lois Clouse Nancy Noack
2. Student Tracking	7/86	6/87	Lois Clouse
3. Recruitment	5/86	7/1/86	Madge Valladares Lois Clouse
4. Orientation/Assessment	7/1/86	7/3/86	Lois Clouse Program Advisors Testing Dept.
5. Financial Aid Application Assistance	7/7/86	8/5/86	Mary Mirocha Financial Aid Dept.
6. Skill Training Basic/Developmental	7/7/86	5/87	Lois Clouse Rick Sheets (LAC) Tutors (LAC)
7. CPD 103 Instruction	7/7/86	8/14/86	Lois Clouse

PHASE II

8. Advisement & Registration	8/18/86	8/22/86	Lois Clouse
9. Work Study/Coop Ed.	8/86	6/87	Madge Valladares G. Wolfe
10. Placement/Tracking	6/87	6/88	Madge Valladares Olivia Lara Lois Clouse

EVALUATION

1. Evaluate success of Phase 1 (Socialization & College Readiness Process) by personal contact with each participant to measure outcomes of improved

   - self-confidence
   - self-esteem
   - career awareness & decision-making
   - and impact of completing basic skill development modules

2. By retention of students through the socialization and educational process

3. Determine percentage employable at the completion of the project

4. Ratio of attrition to retention and record reasons for any non-completions

5. Success will be judged by the extent to which minority single parents become placed in full-time jobs. "A good job" is one that provides a minority single parent with a reasonable degree of job satisfaction and enough income to escape the welfare trap.

6. Ongoing tracking and follow through

   Progress reports will be turned in August 29, 1986 and June 30, 1987.

DISSEMINATION

All outcomes, evaluations, modules of learning will be shared with the Vice Chancellor for Educational Development, Counseling Departments of sister colleges and Learning Resource Centers.

BUDGET: See Attached

RESULTS OF PARTICIPANT RATINGS OF COLLEGE READINESS PROGRAM

I. Participants were asked to rate the items on the scale from most to least useful. The following items are listed in order from the most to least useful according to the ratings given to them by participants.

II. College Readiness Units:

1. Self-esteem Building
2. Assertiveness Skills
3. Communication Skills
4. Orientation
5. Career Exploration
6. Parenting Skills
7. Job Hunting Skills

III. Guest Speakers by Subject:

1. Commitment to goals
2. Parenting
3. Budgeting
4. Financial aids
5. Library services
6. Job market and career resources
7. Computer careers
8. Non-traditional careers
9. Transitions
10. Jobs in banking
11. Health Unit Coordinator
12. Central Service Technician

IV. Activities:

1. Self-concept collage
2. Self-paced reading activities
3. Parenting Filmstrips
4. Interacting and role playing in small groups
5. Guest speakers
6. Academic assessment
7. Trip to Career Resource Center
8. Career assessment
9. Films
10. Study skills units
11. Class discussion
12. Writing affirmations
13. Developing a resume
14. Effective interviewing behaviors
15. Parent/adult/child graphs
16. Relaxation techniques and guided fantasy

Attachment C.

MARICOPA TECHNICAL COMMUNITY COLLEGE

JCEP PROGRAM

December 1986

AUDIO-VISUAL MATERIALS USED WITH NEW HORIZONS COURSE

Films:

1. You're Not Communicating
2. Listening - The Problem Solver
3. Many Hear - Some Listen
4. Communicating Effectively
5. Turning Points
6. Women at Work - Change, Choice, Challenge
7. Anything You Want To Be
8. Self-Esteem
9. Who's Responsible
10. When I say No, I Feel Guilty
11. The Stress Mess
12. Basic Skills: Following Instructions
13. Basic Skills: Handling Criticism
14. Basic Skills: Handling Problems
15. Basic Skills: Handling Responsibility
16. Child Behaviors Equals You
17. Stepparenting

Filmstrips With Cassettes:

1. Planning For Success: Starting Over
2. Art of Parenting: Communication
3. Art of Parenting: Assertiveness
4. Art of Parenting: Motivation
5. Art of Parenting: Behavior Management
6. Art of Parenting: Discipline

Attachment D.

SECTION III

PROGRAM TITLE:
CAREER EXPO (CAREER FAIRS)

DESCRIPTION OF THE PROGRAM:

Career Expo is an annual event, usually occurring on a Wednesday during the first week of March. It is the goal of the Expo to provide students, faculty, staff, and community members with opportunities to meet representatives from a wide range of employers, to interview for job openings, and to explore occupations/careers in selected high-demand fields. Other objectives are: to expose employers to the quality of our students; to acquaint employers and the community with our campus and programs; to attract potential students (high schools, community members, etc.).

Each year this event brings together hundreds of employers, students, and community members for the purpose of exchanging and obtaining information on careers and job opportunities. Over 100 representatives from business, industry, education, and government participate. Employers from all areas in which the college offers degrees/certificates are invited. In order to provide evening students with the same opportunities, the Expo hours are 10 a.m. - 1 p.m. and then 5 p.m. - 7 p.m. Employers and students can exchange information (from general career information to actual job interviews) on a one to one basis.

UNIQUE FEATURES:

There is a planning council made up of key people on the college campus, high school counselors, business and military representatives. The council works throughout the year planning for the event. The following things are included as part of the Expo's events:

- *Opening Ceremonies* - National anthem, keynote speaker, campus administration, government official, etc. . .
- *Roving Celebrities* - Media, sports figures, helicopters landing, etc.
- *Demonstrations* - Investigative canine corps, hot air balloons, health appraisals, etc.
- *Music* - Air Force Academy Cadet Band, college jazz band, etc.
- *Displays* - Employer materials, military equipment, fitness displays, etc.

Each year a theme is selected ("Moving Up," "Get Your Career in Shape") and used to promote the event. The campus is decorated with balloon bouquets, flags, banners, etc.

MARKETING APPROACH:

Hot air balloons are now generally associated with the Expo because they have been used each year on buttons, flyers, posters, etc. And, we've managed to have a hot air balloon on campus the day of the event. We enhance this with bouquets of balloons set on the employers' display tables.

Letters are sent in late summer to invite employers to participate. Second letters are sent our during the fall semester asking for special needs of employers (electrical outlets, etc.). A third letter is sent out a few weeks prior to the event with a map, schedule of events, etc.

This year letters asking for co-sponsorship of our poster were sent to selected companies. For a fee, their name would appear on the poster which would be placed throughout the metropolitan area. As an assignment, several marketing classes distribute the posters throughout the community (including high schools). Sponsors receive a framed poster. High schools make banners to hang on campus; student government makes flags to hang on campus; the college newspaper does several feature articles; our college information office puts out press releases; we include local media people in the activities so we receive announcements on the radio from helicopter/traffic reports and/or have a live broadcast from campus; letters are sent to all faculty members with a schedule of events and an invitation to participate. All materials are also sent to all campuses throughout the district and the district office for distribution.

Employers are provided with a breakfast, a lunch, and a snack in the evening. They also receive certificates of appreciation and thank you follow-up letters. Hosts are available at the event to assist employers with unloading/loading their displays, to answer questions and give directions, and to distribute employer packets/certificates.

Evaluations are distributed to all employers to assess the event and to make suggestions for improvement. A summary of the evaluation is sent to all administrators/department chairs on campus.

RESOURCES/TOOLS:

The Expo provides resources to all those involved. The campus builds a network of employers interested in our students: students make contacts with potential employers; campus departments work cooperatively to plan the event; local businesses provide services and donate products (Pepsi, Butterfingers, etc.).

BENEFITS:

The benefits are unlimited. Students have the opportunity to talk to prospective employers and to acquire information on a variety of careers. Employers have access to qualified employees. High school students are becoming familiar with our campus and programs.

CONTACT PERSON/ADDRESS/PHONE:

Renee Rodgers-Barstack, *Director, Career Educational Services,* Glendale Community College, 6000 W. Olive Avenue, Glendale, AZ 85302, (602) 934-2211, ext. 311

Career Expo '86

Glendale Community College
6000 W. Olive Ave. • Glendale, AZ 85302
A Maricopa Community College

Wednesday
March 5, 1986

10 a.m. to 1 p.m.
6 p.m. to 7 p.m.
Student Union

DINING ROOM

A.L. Williams
American Capital Financial Services
Arizona Bank
AZ Army National Guard
AZ Dept. of Public Safety
Arizona Dept of Transportation Motor Vehicle Division
AZ Game and Fish Dept.
Arizona Nuclear Power Project Nuclear Security Dept.
City of Glendale
City of Glendale Fire Dept.
City of Glendale Police Dept.
City of Peoria Police Dept.
City Of Phoenix
City of Phoenix Cultural Services Section
City of Phoenix Police Dept.
City of Tempe Police Dept.
Community Network for Youth
Federal Correctional Institution
First American National Securities
First Interstate Bank
Funder's Mortgage
Maricopa Bar Association
Maricopa Community College Dist
Maricopa County Juvenile Court
Maricopa County Personnel
Maricopa County Sheriff's Office
New York Life
Operation Outreach
Palo Alto Preschools
Pinkerton's, Inc.
Secret Service
State of Arizona
United Bank of Arizona
U.S.A.F. Recruiting
U.S.A.F. ROTC
U.S. Army
U.S. Army ROTC
U.S. Coast Guard
U.S.D.A. Soil Conservation Service
U.S.Marine Corps
U.S. Marshal's Service
U.S. Navy
U.S. Postal Service
Valley National Bank

COUNCIL CHAMBERS

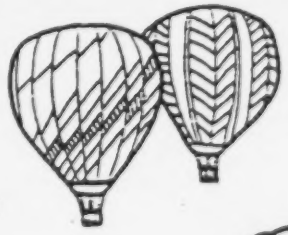
American Career Training Institute of Hypnotherapy
American Graduate School of International Mgt.
Arizona Action for Displaced Homemakers
Baillie School of Broadcast
Arizona State University
ASU Dept. of Higher & Adult Education
ASU West
Central AZ Carpenter's Apprenticeship Trng.
Chicanos Por La Causa
Grand Canyon College
L'Image/Casa Blancas
Nelson-Harper & Assoc.
NAACP
Northern Arizona Univ.
Ottawa University
Phoenix Job Corps
SER, Jobs for Progress
University of AZ
University of Phoenix

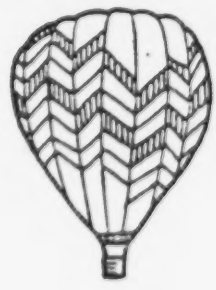
HALL

Cigna Health Plan
Lutheran Healthcare
Nurses Central Registry
Phoenix College Paradental Program
Phoenix Baptist Hospital
Phoenix Children's Hospital
Phoenix General Hospital
Samaritan Health Service Personnel
St. Joseph's Hospital Medical Center
St. Luke's Medical Center
Sun Valley Lodge
Thunderbird Samaritan Hospital
V.A. Medical Center

STUDENT LOUNGE

America West Airlines
American Express
American Temporary,Inc.
Arizona Market Research
Arizona Public Service
ASM America,Inc.
Automotive Division/Lucky Stores
ASDICC
Banner Temporary Service
Bechtel Construction
Best Western International
Circle K Corporation
Cole & van Sant,Inc.
Colorful You
Delta Airlines
Del Webb
Dial Corporation
Digital Equipment Corp.
Dimension Cable
DJ Images - School of Electrolysis
Fry's Food Stores
Holiday Inn Metrocenter
Greiner Engineering Sciences
GTE Sprint Communications
Honeywell Information Systems
IBM
Kentucky Fried Chicken
Lowry,Sorenson,Willcoxson Engineers, Inc.
Maricopa Beauty College
McDonald's
Milwaukee Brewer's Baseball Club
Montgomery Ward's Auto Center
Motorola
Pizza Hut, Inc.
Safeway Stores
Sukman's Interiors
Talley Industries
Target
Travel Advisors
United Parcel Service
Victor Temporary Services
Yellow Front





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PROGRAM TITLE:
CAREERS IN HEALTH FAIR

DESCRIPTION OF THE PROGRAM:

The Careers in Health Fair is a major career development event which promotes awareness of health careers among high school and college students in Arizona. It evolved as a worthwhile endeavor in 1982 as high school instructors affiliated with the Health Occupations Education of Arizona (HOE) recognized the shortage of qualified health workers in the state. The State Department of Education, the Arizona Hospital Association and other professional groups joined in sponsoring the first Health Fair at Phoenix College in November 1982; which drew 1,800 high school students. More community college students and participants from other training groups and agencies have benefited from the Fair. In the last four years it has been hosted at GateWay Community College.

UNIQUE FEATURES OF THE PROGRAM:

- Exhibits by health employers inform students and visitors of career opportunities.
- Faculty representing health-related programs provide specific information about curriculum, cost and time commitment.
- Personnel recruiters from local hospitals, clinics and other health groups discuss job opportunities and facilitate employment with job ready students.
- Visitors from schools and agencies are hosted to a guided campus tour at GWCC during which they view laboratories, equipment and active instruction.

MARKETING APPROACH:

- Special letter of invitation is sent to all health instructors throughout high schools and community colleges in Arizona.
- Attractive marketing brochure which unfolds into a poster highlights occupational outlook for health careers in the state and identifies public training programs.

RESOURCES/TOOLS:

- Health Fair brochure is an excellent tool for career advisement with groups and individuals.
- Planning manual gives step-by-step guidelines for organizing this major event.
- Key health instructors and administrators within sponsoring groups are available for consultation.

BENEFITS:

- Provides community college students direct leads to career positions with major health employers.
- Exposes high school, college students and the general public to expanding opportunities in many health professions.
- Facilitates transition of high school students to college life by exposing them to campus setting and outlining prerequisites needed for entrance to certificate and degree programs in health.

CONTACT PERSON/ADDRESS/PHONE:

Facility Chairperson: ***Olivia M. Lara,*** *Coordinator, Career Planning and Placement,* at GateWay Community College, 108 North 40th Street, Phoenix, AZ 85034, (602) 267-4662.

CAREERS IN HEALTH

PHYSICAL THERAPY

Job Title: Physical Therapist
Job Description: Plan and conduct physical therapy treatment programs to restore functions, relieve pain and prevent disability. Requires attention to detail, finger-manual dexterity, eye-hand coordination and ability to relate to people.
Employment Outlook: Good
Salary: $30,000-$31,000
For further information contact Northern Arizona University.

RESPIRATORY THERAPY

Job Title: Respiratory Therapist
Job Description: Administer respiratory care and life support prescribed for patients with breathing difficulties. Requires cleanliness, eye-hand coordination, precision and ability to acquire technical training and relate to people.
Employment Outlook: Good
Salary: $18,600-$21,000

Job Title: Respiratory Therapy Technician
Job Description: Treat patients with heart-lung problems; administer oxygen and aerosol drugs, and may do diagnostic testing related to respiratory function.
Employment Outlook: Good
Salary: $13,000-$18,700
For further information contact Maricopa Technical or Pima Community College.
Interested? Contact Maricopa Technical Community College Counselors at 275-8500, ext. 680.

MEDICAL RADIOGRAPHY

Job Title: Medical Radiographer
Job Description: The radiographer is a skilled person qualified by technological education to provide patient services using various imaging methods. Applies knowledge of radiation protection, anatomy and positioning, determines exposure factors, evaluates radiographs and exercises discretion and judgement in the performance of medical imaging procedures.
Employment Outlook: Good
Salary: $15,000-$25,000
For further information contact Maricopa Technical Community College or Pima Community College.
Interested? Contact Maricopa Technical Community College Counselors at 275-8500, ext. 680.

BASIC EMERGENCY MEDICAL TECHNOLOGY

Job Title: Emergency Medical Technician
Job Description: Techniques of emergency medical care currently considered as responsibilities of the emergency medical technician. Recognizing signs and symptoms of illness and injuries. Techniques for patient stabilization, especially those requiring emergency oxygen therapy. Study of anatomy, physiology, triage and assessment of patients in shock.
Employment Outlook: Good
Salary: $13,440-$18,000
For further information contact Arizona Department of Health Services Division or Emergency Medical Services or your local community college.

BIOMEDICAL TECHNOLOGY

Job Title: Electroencephalographic (EEG) Technician
Job Description: Measures impulse frequencies and differences in electrical activity of the brain. Requires ability to relate to people, finger dexterity and eye hand coordination.
Employment Outlook: Very good employment potential
Salary: $14,000-$20,000

Job Title: Electrocardiograph (EKG) Technician
Job Description: Records electrical variations occurring during heartbeats and provides data for diagnosis of heart conditions. Requires cleanliness, finger dexterity, eye hand coordination and ability to relate to people.
Employment Outlook: Entry levels good
Salary: $11,000-$18,000
For further information contact Phoenix College Department of Clinical Lab Science at 264-2492, ext. 569.

MEDICAL RECORD TECHNOLOGY

Job Title: Medical Record Technician
Job Description: Prepare, analyze, store and retrieve health information needed by the patient, hospital, physician and other health agencies. Requires attention to detail and verbal skills.
Employment Outlook: Very high and competitive
Salary: $13,500-$18,200
For further information contact Phoenix College or American Medical Record Association.

DENTAL LABORATORY TECHNOLOGY

Job Title: Dental Laboratory Technician
Job Description: Make and repair dentures, crowns, bridges and other types of artificial teeth according to a dentist's prescription.
Employment Outlook: Good to competitive (depending on location)
Salary: $10,000-$20,000
For further information contact Pima Community College.

DENTAL HYGIENE

Job Title: Dental Hygienist
Job Description: Examine, clean and polish teeth, apply fluoride, take x-rays, administer local anesthesia and educate patients in the proper care of teeth and gums.
Employment Outlook: Competitive
Salary: $20,000-$25,000
For further information contact Phoenix College and Northern Arizona University.

CHAIRSIDE DENTAL ASSISTING

Job Title: Chairside Dental Assistant
Job Description: Assist the dentist at chairside, expose x-rays, manipulate dental materials, sterilize instruments and instruct patient in proper dental care.
Employment Outlook: Excellent
Salary: $12,000-$16,000
For further information contact Phoenix College and Pima Community College.

DENTAL OFFICE MANAGEMENT

Job Title: Dental Office Manager
Job Description: Coordinate and manage dental facilities. Supervision of personnel, public relations, budget preparation, accounts receivable and general business office procedures.
Employment Outlook: Excellent
Salary: $15,000-$25,000
For further information contact Phoenix College.

HOME HEALTH

Job Title: Home Health Aide
Job Description: Provide services to homebound or disabled individuals and their families under the supervision of home care or social service agencies. Perform basic nursing tasks, care for children or do household jobs that help create a healthier place for client and family.
Employment Outlook: Very good
Salary: $9,000-$11,000
For further information contact Maricopa Skill Center, Pima Community College or Maricopa Technical Community College Counselors at 275-8500, ext. 680.

MEDICINE

Job Title: Physician
Job Description: Involved in the prevention and treatment of illness. Diagnose, prescribe, advise or perform needed medical care. Specialize as family practitioners, surgeons, internists, pediatricians, etc.
Employment Outlook: Good
Salary: $45,000 +
For further information contact the University of Arizona.

PRACTICAL NURSING

Job Title: Licensed Practical Nurse
Job Description: Cares for ill, injured persons in hospitals, clinics and similar institutions. Requires good health, concern for welfare of others and ability to relate to people.
Employment Outlook: Very good through mid 1980's
Salary: $12,500-$17,500
For further information contact your community college or Arizona State Board of Nursing.
Interested? Contact Maricopa Technical Community College Counselors at 275-8500, ext. 680.

PROFESSIONAL NURSING (ADN/BSN)

Job Title: Registered Nurse
Job Description: Provides medical care and treatment to patients. Requires eye-hand coordination, composure and tact, attention to detail, concern for welfare of others.
Employment Outlook: Good through 1980's
Salary: $17,700-$25,300
For further information contact your community college, university or Arizona Nurses Association.

NURSE ASSISTING

Job Title: Nurse Assistant
Job Description: Provide basic patient care under direct nursing supervision. Bathe and feed patients, change linens and make beds.
Employment Outlook: Very good
Salary: $9,000-$11,000
For further information contact your high school, county skill center or community college.

PHLEBOTOMY

Job Title: Phlebotomist
Job Description: Obtains and processes blood specimens ordered by physicians to aid in the diagnosis and treatment of diseases. Requires ability to relate to people, attention to detail, finger dexterity and reliability.
Employment Outlook: Good
Salary: $8,000-$14,000
For further information contact Phoenix College Department of Clinical Lab Science at 264-2492, ext. 348.

MEDICAL/CLINICAL LABORATORY

Job Title: Medical Laboratory Technician
Job Description: Performs routine analytical tests to aid in treatment and diagnosis of disease. Requires numerical skills, form perception and attention to details.
Employment Outlook: Good for the 1980's
Salary: $15,000-$17,000

Job Title: Medical Laboratory Assistant
Job Description: Performs specified tests under strict supervision to aid in diagnosis of disease. Requires attention to detail and manual and finger dexterity.
Employment Outlook: Moderate growth through mid 1980's
Salary: $10,000-$14,000
For further information about these occupations contact Phoenix College Department of Clinical Lab Science at 264-2492, ext. 348.

PHARMACY

Job Title: Pharmacist
Job Description: Mix and dispense drugs following prescription. Requires attention to detail, form perception and numerical and verbal abilities.
Employment Outlook: Good
Salary: $22,000-$33,000
For further information contact the University of Arizona.

Job Title: Pharmacy Technician
Job Description: Performs a variety of duties to assist pharmacist.
Employment Outlook: Expected to grow faster than average. Prospects are favorable for persons who have completed pharmaceutical assisting training.
Salary: $12,000-$15,000
For further information contact Maricopa Technical Community College Counselors at 275-8500, ext. 680.

DIETETICS

Job Title: Dietician
Job Description: Promote health and aid rehabilitation through nutrition education and diet. Dieticians instruct on proper diet, manage food service and plan regular and special menus.
Employment Outlook: Moderate
Salary: $17,500-$20,000
For further information contact Arizona State University, Northern Arizona University and the University of Arizona.

Job Title: Dietetic Assistant
Job Description: Process food orders, help patients select menus and assist in food production and service.
Employment Outlook: Moderate
Salary: $10,000-$14,000
For further information contact Phoenix College, Central Arizona College, Pima Community College and Yavapai College.

CLINICAL MEDICAL ASSISTING

Job Title: Medical Assistant
Job Description: Wide range of physicians office and small clinic settings. Duties include front office, back office and diagnostic testing. Requires efficient use of time, organizational ability, tact, full mobility and good finger dexterity.
Employment Outlook: Local and national areas appear very good and the availability of positions is expected to continue to increase.
Salary: $9,500-$14,000
For further information contact the Phoenix College Department of Clinical Laboratory Sciences at 264-2492, ext. 337.

HEALTH UNIT COORDINATOR/MANAGER

Job Title: Health Unit Coordinator (Unit Secretary)
Job Description: Coordinate non-clinical activities for the nursing unit. Specific duties include assembling and maintaining patients' charts, transcribing doctor's orders and other duties.
Employment Outlook: Excellent
Salary: $9,800-$13,500

Job Title: Health Unit Manager
Job Description: Coordinate and manage non-clinical activities related to patient care for hospital nursing unit. Establish objectives and policies, personnel management and budget preparation.
Employment Outlook: Good
Salary: $12,000-$18,000
Interested? Contact Maricopa Technical Community College Counselors at 275-8500, ext. 680.

HOSPITAL CENTRAL SERVICE

Job Title: Central Service Technician
Job Description: Assist hospital and nursing home personnel in purchasing, stocking, processing, packaging, sterilizing, sanitizing and distributing supplies and equipment throughout the health agency facility.
Employment Outlook: Excellent
Salary: $9,800-$13,500
Interested? Contact Maricopa Technical Community College Counselors at 275-8500, ext. 680.

SECTION IV

PROGRAM TITLE: EMPLOYMENT TALKS (E.T) — "Strategies for Success" Workshops

DESCRIPTION OF PROGRAM:

Employment Talks is a series of weekly seminars sponsored by the Career Educational Services department. The seminars are offered on Monday afternoons from 1 - 2 p.m. in the Student Union during the fall and spring semesters.

Workshop topics include things for personal improvement (stress management, time management, dressing for success); career planning (self-assessment, exploration, setting goals); job search techniques (resume writing, interviewing, correspondence); communication (interpersonal skills, negotiations, dual career relationships); career options (movie critic, pilot, weatherman).

Speakers are selected for their knowledge and expertise in the various fields. They include educators, business owners, public servants, employers, media personalities, etc.

UNIQUE FEATURES OF THE PROGRAM:

Several programs on campus require students to attend a designated number of E.T.s to fulfill credit requirements in their program/course. These include Career Exploration, Career Exploration Laboratory, Volunteer Job Experience, and the Clerical Block Training Program. Faculty bring their classes to selected seminars and one English class attended every seminar for one semester.

The speakers volunteer their services which reduces costs to the college for administering the program. The program is basically student driven. A student is assigned to the program as a part of their regular duties; they do the promotion and preparation for each seminar.

MARKETING APPROACHES USED FOR THE PROGRAM:

A pamphlet is developed that outlines the year's program by giving a synopsis of each seminar. For example:

SEPTEMBER 15

"Great Expectations: What the Dickens Do Employers Want? By Tony Simmons, Staffing & Placement Supervisor, Digital Equipment Corporation

What do employers look for in potential employees? And, how do you get employers to notice those qualities in you? Learn how to get your foot in the door and what to do once it's there.

The pamphlet concentrates on the E.T.s but also includes the following information: address, phone, staff names, hours of operation, objectives of the department, listing of services/programs, map of workshop location.

Weekly flyers are developed to advertise each seminar. These are posted throughout the campus and passed out at lunch time. We work closely with the campus newspaper to include information about our seminars and to do follow-up feature articles. A weekly column in the staff bulletin also lists the E.T.s for the next two weeks. Local newspapers and radio stations also advertise the workshops.

Bookmarks have been used with the E.T. schedule printed on the back; flyers with semester schedules are posted in every classroom, as are large generic signs referring people to our department for further E.T. information; a sign board on an easel is placed out front of the E.T. site a week in advance to promote the seminar; brochures/bookmarks, etc. are distributed during Career Center tours or class visits; brochures are sent to sister campuses and other agencies that might benefit; brochures are sent to the speakers and their supervisors; etc.

Speakers are contacted by telephone. When they commit to doing a workshop, a letter is sent confirming their participation. A second letter is sent closer to the time of their presentation and they are called two weeks in advance to provide for special needs (parking passes, audio-visual equipment, map of campus, etc.). Speakers are given a gift of appreciation, a letter of thanks, and a letter is sent to their supervisor applauding their efforts.

RESOURCES/TOOLS:

E.T.s serve as a resource to students, community members, and faculty in covering certain areas such as job preparation, etc. The speakers serve as an added resource to anyone in attendance. Materials presented can serve as resources on an on-going basis.

BENEFITS TO STUDENTS AND OTHERS:

The Employment Talks assist individuals in the development of self and career identity:

- by bridging the college's academic and occupational programs with the broader society and providing the means for entering the world of work.
- by providing career information and resources which will aid the individual in the exploration and selection of a career.
- by facilitating the on-going decision-making process of career issues.
- by instructing the individual in the techniques and strategies of the job search

CONTACT PERSON/ADDRESS/PHONE:

Renee Rodgers-Barstack, *Director, Career Educational Services,* Glendale Community College, 6000 W. Olive Avenue, Glendale, AZ 85302, (602) 934-2211 ext. 311.

EMPLOYMENT TALKS

Glendale Community College

Dr. Renee Rodgers-Barstack
Coordinator,
Career Planning & Placement

934-2211 ext 332

September	9	"Hoping or Coping? Tips on Stress Management" -Monica Zontanos
September	16	"Your Career: Planning Makes It More than Just Another Job" -Judy Blayer
September	23	"Time Out For Time Management" -Dr. Bets Manera
September	30	"Behind the Scenes: A TV Production Manager's View" -Maurie Helle
October	7	"Being in the Public Eye: A Reporter Reports" -Dave Marquis
October	14	"Being a Pro: Careers in Professional Sports" -Kenny White
October	21	"Sincerely Yours: Marketing Yourself Through Professional Correspondence" -Mark Nelson
October	28	"By The Time I Get To The Phoenix Job Market" -Cliff Schweitzer
November	4	"The Professional Image: Dressing For Success" -Frankie Mae
November	18	"Operator, Get Me The Employers: Using The Phone To Your Advantage" -Diane Sellers
November	25	"Anatomy of a Resume" -Don Ulm
December	2	"Congratulations, You Got The Job: Succeeding After the Interview" -Don Gamolski

1986

January	20	"Screams, Dreams & Schemes: Saving Your Own Life" -Valerie Lipow
January *	27	"Citizen Rocz: KPHO's Own Roczbud" -Bill Rocz
February	3	"Florence Nightengale Had the Right Idea: Careers In Nursing" -Nikki O'Keefe
February	10	"Blowing Your Own Horn: Resumes Designed To Be Noticed" -Diana Regner
February	24	"Great Expectations: What the Dickens do Employers Want" -Tom Simmons
March	3	"Super-Marketing Yourself: Communication Skills provide the Competitive Edge" -College Whood-Center
March	17	"Hup, Two, Three, Four: Paying for Your Education and More" -Sgt. James Leader
March	24	"Having It All: Love, Marriage and Two Paychecks" -Chuck & Monica Zontanos -Joni Hall-Brice & Hal Brice -Martin & Joyce Vanacour -(Dr. Joe Griego, Moderator)
March	31	"The Art of Negotiating: Trade-Offs with Mutual Gains" -Dr. Paul Elsner
April *	7	"Tell Me About Yourself: Succeeding at the Interview" -Brad Harper
April *	14	"Careers of the Future: Not Just for Robots" -Stan Butterworth
April	21	"Forecasting the Highs and Lows: Reporting and Filating" -Ed Phillips
April	28	"Minding Your Own Business: Being Your Own Boss" -Linda Brock
May	5	"Being a Team Member: Interpersonal Skills Are A Necessity" -Nancy Washburn

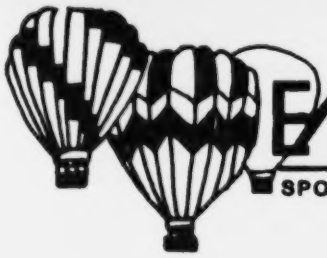
Workshops will be held on MONDAY AFTERNOON, from 1:00p.m. to 2:00p.m. in the COUNCIL CHAMBERS, Student Union building, EXCEPT those *. Those will be held in the LIBRARY, room L154. For more information, contact the Career Center, 934-2211 ext. 311, or ext. 337.

EMPLOYMENT TALKS

SPONSORED BY GLENDALE COMMUNITY COLLEGE CAREER CENTER

September 15	Moping or Coping? Tips on Stress Management	Monica Zontanos, Coordinator Center for Community Education Glendale Community College
September 22	Career Planning: A Way to Take Control of Your Future	Judy Bloyer, Coordinator Career Planning & Placement Scottsdale Community College
September 29	Time Out for Time Management	Betty Elliot, Director Student Activities South Mountain Community Coll.
October 6	Blowing Your Own Horn: Resumes Designed to be Noticed	Elaine Stover, Asst. Director Career Services, Arizona State University
October 13	Where to Start? Organizing a Job Search	Mark Nelson, Senior Partner Nelson Harper & Associates
October 20	Impressing the Employer Before the Interview	Naila Mitchell Employee Development Specialist, Digital Corp.
October 27	Tell Me About Yourself: Succeeding at the Interview	Brad Harper, Senior Partner Nelson Harper & Associates
November 3	Being in the Public Eye: How to Prepare Yourself	Dave Munsey, Weatherman KTSP (Channel 10)
November 10	Hear Ye, Hear Ye: How to Be a Good Listener in Today's Workplace	David Briant, Program Manager Data Security, Honeywell Corp.
November 17	Self-Assessment: The Key to Career Planning	Molly DeLeon, Supervisor Testing Services, Glendale Community College
December 1	Being a Team Member: Interpersonal Skills are a Necessity	Nancy Washburn, Director Public Relations & Placement, Arizona Action for Displaced Homemakers

Workshops are held Mondays, 1pm - 2pm in the Council Chambers of the Student Union building. Enroll by calling 934-221 ext.337 or 311.



EMPLOYMENT TALKS

SPONSORED BY GLENDALE COMMUNITY COLLEGE CAREER CENTER

January 20 1986	Screams, Dreams & Schemes: Saving Your Own Life	Valerie Lipow Faculty, GCC
January 27 *	Citizen Rocz: KPHO's Own Roczbud	Bill Rocz Reviewer, KPHO, Ch 5
February 3	Florence Nightengale Careers in Nursing"	Niki O'Keefe St. Luke's Hosp.
February 10	Blowing Your Own Horn: Resumes to be Noticed	Diana Regner Career Services, ASU
February 24	Great Expectations: What Do Employers Want?	Tony Simmons Digital Equip. Corp.
March 3	Super-Marketing Yourself: Communication Skills	Collene Atwood-Canter, GCC
March 17	Hup, 2, 3, 4: Paying for Your Education & More	Sgt. James Leader Recruiter, US Army
March 24	Having It All: Love, Marriage and Two Pay-checks" (Dr. Joe Griego, Moderator Counselor, GCC)	Chuck & Monica Zontanos, GCC, Joni & Hal Brice, TV; Martin & Joyce Vanacour, City Mgr, Tax Accountant
March 31	The Art of Negotiating: Trade-Offs with Mutual Gains	Dr. Paul Elsner Chancellor, MCCD
April 7 *	Succeeding at the Interview	Brad Harper Nelson Harper Assoc.
April 14 *	Careers in Future: Not Just for Robots	Stan Butterworth ASOICC
April 21 *	Forecasting the Highs and Lows: Reporting & Piloting	Ed Phillips KTSP - Channel 10
April 28	Minding Your Own Business: Being Your Own Boss	Linda Brock BMW Volkswagen
May 5	Being a Team Member: Inter-personal Skills a Necessity	Nancy Washburn Displaced Homemakers

Workshops will be held on MONDAY afternoon, 1-2p.m., in Council Chambers, Student Union bldg, EXCEPT those starred (*), which will be held in the LIBRARY, room L154. For more information, contact the Career Center, 934-2211 ext. 311 or ext. 337.

SECTION V

PROGRAM TITLE:
SELF-CONTAINED EMPLOYER RECEPTION AREA — *Career Fair Substitute*

DESCRIPTION OF THE PROGRAM:
A fold-away, self-contained office/reception unit would be available near an area that has high student traffic. An accompanying schedule board would list visitors for the coming weeks. The reception area would provide a method for employers to market their organization and employment opportunities to our students. For employers, this time could be used as a prescreening job interview for potential employees. For students, it could serve as an informational interview in reference to the organization, their structure, products or services - as well as entry-level or professional opportunities.

UNIQUE FEATURES:
- A "hide-away self-contained office/reception" area used exclusively for employer visits. This permanently placed unit would be housed near a high-traffic area. Each day, upon arrival of the employers, the unit can easily be unfolded and set up as well as stored when the employer leaves.
- A marquee or "schedule board" that announces employer visits over the next two weeks.
- Facilitates and encourages informational and general recruitment visits by employers.
- Creates a professional image for employers by providing an aesthetically designed area and a well-advertised visitation schedule.

MARKETING APPROACH:
A specially designed marquee or "schedule board" would list the daily visits of employers for the next two weeks. Because of its permanent placement in a high-traffice area, students would preview the schedule and plan visits accordingly

RESOURCES/TOOLS:
- Specially-designed, fold-away office/reception area that is self-contained and can be secured.
- A marquee giving advanced notice of employers' visits.

BENEFITS:
- Conveniently and economically facilitates/encourages on-campus visits by employers, to see our campus/students and come to appreciate our programs/facilities.
- Creates a highly visible yet aesthetically appropriate area for dialog between students/faculty and employers.
- Can easily be set up, folded away and secured.
- Develops consistency in the frequency of employer visits so interest in attending becomes second nature to students.
- Greatly simplifies and eliminates preparatory activities normally required by a Career Fair.
- Encourages faculty participation by recommending employers who can offer career-oriented curriculum-related positions.

CONTACT PERSON/ADDRESS/PHONE:
Cliff Schweitzer, *Coordinator-Career Planning and Placement,* Phoenix College, 1202 W. Thomas, Phoenix, AZ 85013, (602) 264-2492.

PROGRAM TITLE: OCCUPATIONAL SHOWCASE — *Forum for Future Careers*

DESCRIPTION OF PROGRAM:

Using a "walk in & browse" museum-like environment, this showcase of information focuses on a topic or segment of the work world that the general populous has little knowledge of. It would be designed to: relate new industries, technology and processes to career; expand and stimulate thought and discussion; give insights into the unfamiliar; tie in any related courses or curriculums; and address changes that have occurred in organizations and/or their services/products. An example would be 'artifical intelligence".

UNIQUE FEATURES:

- As a drop-in activity, can fit in varied student schedules.
- With a variety of audio-visuals, can be easily reviewed and comprehended as well as draw attention.
- As a Public Relations tool, will entice off-campus publics (high schools, community agencies, etc.) to visit.
- Once developed, can be packaged and shared with other college campuses.

MARKETING APPROACHES USED:

- An "invitational flyer" developed for posting, hand-out and mailing.
- Faculty of specially-related course areas contacted for input and support through assignments/special credit.
- Information and articles in both on and off campus publications.

RESOURCES/TOOLS:

On two concurrent days around the lunch hour, would use a variety of methods and audio-visuals to convey different aspects of the subject area. Included here might be:

- overheads, slides, charts & hand-outs produced as result of research.
- teleconferencing hook-ups.
- varied equipment such as light tables, light boxes & overhead projectors.
- videotape players/movie projectors showing related tapes/films.
- photo slides, continually rotating.
- resource books.
- guest speakers/panels.
- demonstration samples/products.
- specially produced videotapes filmed at local businesses/organizations interviewing experts or filming samples/processes.

BENEFITS TO STUDENTS & OTHERS:

- Exposes people to new possibilities & application relating to careers, job assignments and courses/curriculums.
- Get potential students on-campus (recruitment).
- Allow faculty to showcase their courses/curriculums.
- Requires less individual research & development when produced and shared by multi-campuses.

CONTACT PERSON/ADDRESS/PHONE:

Cliff Schweitzer, *Coordinator Career Planning and Placement,* Phoenix College, 1202 W. Thomas, Phoenix, AZ 85013, (602) 264-2492.

"ARTIFICIAL INTELLIGENCE"

WHAT IS IT ?
WILL IT CREATE JOB POSITIONS ?
WILL IT REPLACE WORKERS ?
WHAT TRAINING IS NEEDED ?

* OPEN HOUSE – WALK IN & BROWSE

10 A.M. - 1:30 P.M. **TUES., DEC. 3**
WED., DEC. 4

HC-2, HANNELLY BLDG.

* SPECIAL ACTIVITIES:

10 A.M. - "MIND MACHINES" (Video tape)
12 P.M. (REPEAT)

11 A.M. - GUEST SPEAKER "A. I."
D.M. DATA, INC. (50 Minutes)

EVERYONE WELCOME !
FREE ADMISSION

CO-SPONSORS: **D.M. DATA, INC. , SCOTTSDALE**
CAREER CENTER, PHOENIX COLLEGE

PROGRAM TITLE:
"CAREER WEDNESDAYS" PROGRAM * Seminars in Creative Job-Hunting *

DESCRIPTION OF THE PROGRAM:

This series of workshops takes the participant through the creative job hunting process beginning with self-assessment and continuing through the exploration of job possibilities as well as the design of a self-marketing plan. Following this is a look at the skills of job interviewing, considerations upon which hiring decisions are made and a few pointers about the first few days on the job. Finally participants are encouraged to sign-up for video-taped mock job interviews.

Free to all students, the program runs for four consecutive Wednesdays, one hour each week. Students can reserve a seat for the noon workshop or the repeated evening session.

UNIQUE FEATURES:

- Each segment is presented by carefully selected practitioners from business and industry. Because each presenter is asked to prepare and make two trips to campus on their day, an honorarium is given in appreciation for their efforts..
- All students no matter what the stage of their employment interests are encouraged to attend.
- To encourage continual participation, those students attending all sessions receive an attractive Certificate of Completion for their portfolio.
- The program is climaxed with the option for participants to have a video-taped mock job interview.
- To accommodate all students, speakers are encouraged to use the hour-long session primarily for information giving, keeping questions to a minimum until the casual dialog planned after the hour.

MARKETING APPROACH:

Because this is repeated annually, faculty and students play an important role in spreading the word.

Aside from the campus newspaper, faculty bulletin and announcement boards, specially designed invitation sheets are forwarded to all occupational faculty for their distribution to graduating and other interested students. Electronic mail is also used in reminding faculty of the event.

RESOURCES/TOOLS:

- General session outlines for all sessions are provided for the speakers to help avoid repeating material.
- Handouts are provided where appropriate.
- Students give written critiques of each session, which is reviewed by the speakers.
- Speakers receive an honorarium for their efforts.

BENEFITS:

- Aside from the obvious student benefits, the Career and Job Center is allowed to conveniently serve a maximum number of students.
- Since the faculty strongly support and appreciate this program, a positive rapport is built between them and the Job Center.
- As an annual event, it's reputation helps to easily promote the program.

CONTACT PERSON/ADDRESS/PHONE:

Cliff Schweitzer, *Coordinator, Career Planning and Placement,* at Phoenix College, 1202 West Thomas Road, Phoenix, AZ 85013, (602) 285-7415.

Career & Job Placement Center
PHOENIX COLLEGE

M E M O R A N D U M

Date: Feb. 20, 1985

To: ALL FACULTY

From: Cliff Schweitzer

Subject: FREE JOB-HUNTING SEMINAR
"CAREER WEDNESDAYS"

PLEASE ANNOUNCE TO YOUR STUDENTS:

All students are welcome to attend the free job-preparation seminar called "Career Wednesdays". Company representatives will give talks on how to prepare and what resources to use to search for employment. Questions addressed include:

What tools will market me ?

Where should a person look ?

How will I be evaluated ?

How do I get an interview ?

What interview questions could stump me ?

Salary to ask ?

Over a four week period, different topics will be presented during a one hour period of each week. Students can choose either the noon session (12:00pm - 1:00pm) or the repeat session in the evening (5:30-6:30pm.).

PRE-REGISTRATION REQUIRED: NOW AT INFORMATION CENTER/HANNELLY BLDG.

SEMINAR TIME: Beginning Wednesday, March 20 (Also March 27, Apr. 3 & 10)
(noon or evening)

SEMINAR LOCATION: Hannelly Bldg. HC-2

INFORMATION: Call Jan, ext 613

****RESERVATIONS REQUIRED****

A FREE SEMINAR FOR STUDENTS WHO WILL BE JOB HUNTING

"CAREER WEDNESDAY"

-A JOB-HUNTING SEMINAR, FREE TO STUDENTS-

THIS FREE WEEKLY SEMINAR HELPS YOU EASE THROUGH THE JOB SEARCH PROCESS, BEGINNING WITH PERSONAL PREPARATIONS AND CONTINUES THRU EXPLORING OPPORTUNITIES AND DESIGNING A MARKETING PLAN. FINALLY, YOU'LL LOOK AT THE SKILLS AND TOOLS NECESSARY.

**TIME: ONE HR. EACH WED.
(NOON OR 5:30PM REPEAT)

**DATES: STARTING WED., MARCH 26,
(FOR 4 WKS. (APR. 2,9 & 16)

**WHERE: CAREER CENTER
HANNELLY BLDG.

**HOW: PRESENTED BY FOUR
EMPLOYMENT PROFESSIONALS.

SEATS RESERVED ~~IN~~ ADVANCE...AT THE CAREER CENTER, HANNELLY BLDG.
...SIGN UP NOW

Phoenix College

1202 West Thomas Road • Phoenix, Arizona 85013 • 264-2492

CAREER
WEDNESDAY
PROGRAM
1987

March 25 — KNOW YOURSELF AND THOSE HIDDEN OPPORTUNITIES

Personal Assessors:
- Skills: Learned & Transferable
- Strength & Weakness/Special Abilities
- Preferences/Working Conditions
- Interest/Aspirations/Attitudes
- Personal Qualities/Personality/Values
- Educational & Work History
- Process of Creative Job Hunting

Resource Authority

Brad Harper
Partner
Nelson Harper & Associates

April 1 — TOOLS OF JOB HUNTING

Resumes/Cover Letters/Applications
Networking
Using Personal Contacts
Using College Job Center
Value of Other Sources: Want Ads, Employment Agencies-Private & Public, etc.

Resource Authority

Jan Plank
Asst. Vice-President
Employee Relations
CitiBank

April 8 — PREPARATION BEFORE THE INTERVIEW

Company Research
Questions to be Reviewed
Kinds of Interviews
Dress
How to Get an Interview
Questions You Can Ask

Resource Authority

Fred Miles
Mgr., Training & Development
Motorola

April 15 — THE INTERVIEW AND AFTER

The Interview Process
Non-Verbal Communication
First Impressions/Impressing the Secretary
How You Let the Interviewer Know You Like Them
Handling Salary/Bring a Positive Closure

Resource Authority

Patrick Kenedy
President
Top Talent Personnel Services

THE FIRST FEW DAYS ON THE JOB

How To Fit In (Environment & Present Employees)
Why People Lose Their Jobs

** Make an appointment NOW in the JOB CENTER

MOCK JOB INTERVIEWS — Interviewer: Cliff Schweitzer

April 29	Wednesday	9:30 a.m. - 4:00 p.m.
April 30	Thursday	10:30 a.m. - 7:30 p.m.
May 1	Friday	9:30 a.m. - 4:00 p.m.

A FREE SEMINAR FOR STUDENTS WHO WILL BE JOB HUNTING

"CAREER WEDNESDAYS" - A SEMINAR

A unique event aiding you as you look for full or part-time employment relating to the training or degree received from Phoenix College. And it's FREE!

JOB HUNTING . . .

A critical task that could lead to long-term growth or dead-end frustrations. Planning is the key to self-satisfying employment with potential.

In-depth Preparation includes . . .

A self-analysis of skills and aptitudes
An overview of local employment possibilities
Good self-marketing tools
Research of potential employers
A review of responses to interview questions
Follow-up procedures

"CAREER WEDNESDAYS" . . .

A free weekly seminar helping you ease through the job search process and increasing your odds of getting what you want.

For four consecutive Wednesdays beginning March 26, you will be able to spend one hour per week learning from people who do the hiring on a daily basis --- business employment representatives. Specialists representing Great Western Bank, Motorola and others will take you through a process beginning with your awareness of personal preparations and continue through exploring opportunities and designing a self-marketing plan. Finally, we'll look at the skills of job interviewing and considerations upon which ultimate decisions are made.

"CAREER WEDNESDAYS" . . .

our 'special' gift to you ! ! !

To participate, you must reserve a seat in advance. Choose a time (either noon or evening) convenient to you. The noon session will be from 12 noon to 1 p.m. and evening session will be from 5:30 to 6:30 p.m.

1. Reserve a seat now for all four Wednesdays (March 26, April 2, 9, 16) at the Career Center (Hannelly Bldg.) or call 264-2492, Ext. 613.

2. Mark down all four dates, times and location which is:

   Career Center, Hannelly Bldg.

Phoenix College

Phoenix Arizona

Presents This
Certificate
To

for participation in and completion of

CAREER WEDNESDAYS

Presented this_____day of_____ 19____

President,
Phoenix College

Career Center,
Phoenix College

Phoenix College is a Unit of the Maricopa Community College District.

ERIC Clearinghouse for
Junior Colleges
DEC 11 1987